

STRATEGIES WORKSHEET - Institutional Culture and Workplace Environment

Determine best practices for informing and engaging the community.

A. Introduction and Background

The morale of faculty and staff is an important aspect in the determination of the long term successful growth of East Central University. ECU has identified factors which contribute in part to campus morale through town hall style forums with university students, personnel and members its community. Addressing both student and faculty concerns and adjusting to the changing needs in the local community to grow the campus-community relationship is important as ECU prepares for the future. ECU has placed emphasis on the theme of shared governance among its constituents as the university prepares to meet the challenges ahead.

This strategy seeks to establish and maintain a positive presence in the community.

3. Determine best practices for informing and engaging the community.
 - a. Why important: Community partnership are vital to the sustainability of ECU in its community. It is very important that ECU educate the community about its economic impact. It is ECU responsibility to make sure the educational needs are being met. Which requires reciprocal communication plans
 - b. Who will be impacted: This could have a tremendous impact, positive or negative, on all stakeholders involved. From our alums who had a positive undergrad/graduate experiences; to community leaders who must recognize the important of ECU and want to support us financially and through internship opportunities for our students.
 - c. Who's involved: all ECU stakeholders

B. Contribution to Other Goals

This strategy will significantly contribute to four of the strategic goals, which are:

- Goal 1: Achieve academic excellence though innovating programming and outstanding faculty
- Goal 2: Strong faculty and staff will help recruit and retain students
- Goal 4: Create a culture of effective communication
- Goal 5: Acquire, manage and leverage resources to achieve ECU's mission, vision and goals
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Specific Actions, Elements, Steps, and Timelines

[To be left blank for now per consultants]

D. Potential Models and Useful Information

The UpJohn Institute for Employment Research: Economic Impact of Northwestern Michigan College:
<https://research.upjohn.org/cgi/viewcontent.cgi?article=1213&context=reports>